

Application No.: Not Yet Assigned

AMENDMENTS TO THE SPECIFICATION

IN THE SPECIFICATION:

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Please amend the paragraph beginning at line 27, through page 17, line 17 as follows:

- Rotating the magnet powder relative to the direction of the magnetic field generated by the coils enables incompletely oriented areas to be re-oriented by the strong magnetic field in the magnetic field direction. Although initially oriented areas may end up in areas perpendicular to the magnetic field at the time of the subsequent orientation, as has already been explained, because the magnetic flux density in such areas is low, the good initial orientation is not disrupted to any significant degree. However, if the magnetic field generated is relatively large, localized disruption does sometimes occur. In such cases, just prior to the pressing operation, by rotating the magnet powder about 90° relative to the direction of the coil-generated magnetic field without applying a magnetic field, then applying a magnetic field smaller than that applied during pressing, preferably a magnetic field of 0.3 0.5 to 3 kOe, and subsequently pressing the powder, reorientation can be effected only in the magnetic field direction, enabling a more complete radial orientation to be achieved. If the magnetic field generated by the horizontal magnetic field-generating vertical compacting press prior to the pressing operation exceeds 3 kOe, as noted above, the application of a magnetic field of this size subjects areas that already have a good orientation to an unnecessary magnetic field, which is undesirable. On the other hand, a magnetic field generated by the press which is less than 0.5 kOe is too weak to improve orientation. Hence, a magnetic field within a range of 0.5 to 3 kOe is preferred.